

Appl. No. 09/895,027
Atty. Docket No. 8610
Amdt. dated August 14, 2003
Reply to Office Action of June 10, 2003
Customer No. 27752

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising the steps of:
- a) providing an interface to a plurality of customers, wherein said customers are purchasers of goods for subsequent sale to consumers,
 - b) receiving customer identification information from at least one of said customers, said receiving being accomplished through the use of said interface,
 - c) receiving from at least one of said customers an indication of purchase interest in at least one consumer product, wherein said at least one consumer product is selected by said at least one of said customers from a plurality of consumer products available for sale, wherein the identity of said plurality of consumer products is made known to said plurality of customers through the use of said interface,
 - d) accessing customer information related to said at least one of said customers from a pre-existing database,
 - e) providing to said at least one of said customers product information regarding said at least one consumer product through the use of said interface, wherein said product information provided is customized on the basis of said customer information accessed in step (d), and wherein at least some of the product information provided comprises consumer sales projection information calculated with respect to said at least one of said customers.
2. (Original) The method of Claim 1 wherein said interface is provided on one or more programmable computers.
3. (Original) The method of Claim 1 wherein said interface is a graphical user interface.
4. (Original) The method of Claim 1 wherein said interface provided via the world wide web.

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5. (Original) The method of Claim 1 wherein said indication of purchase interest in accomplished through the use of representative icons.
6. (Original) The method of Claim 1 wherein said pre-existing database comprises sales information with respect to said plurality of customers.
7. (Original) The method of Claim 1 wherein at least steps (d) and (e) are accomplished through the use of a pre-programmed relational database.
8. (Original) The method of Claim 1 wherein the product information provided in step (e) is customized on the basis of customer type.
9. (Original) The method of Claim 1 wherein the product information provided in step (e) is customized on the basis of customer specific characteristics.
10. (Canceled)
11. (Canceled)
12. (Canceled)
13. (Canceled)
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14. (Newly Presented) The method of Claim 1 wherein said sales projection information is customized on the basis of planned promotional activities with respect to said at least one consumer product.